



DEPARTMENT OF DEFENSE
Defense Information School
6500 Mapes Road, Suite 5620
Fort George G. Meade, MD 20755-5620



Subject: The DoD Visual Information Production Awards (VIPA)

1. The purpose of this message is to invite entries in the 2012 Department of Defense VI Production Awards (VIPA) competition. To be eligible for the competition, productions must:

A. Have been completed between January 1, 2012 and December 31, 2012.

B. Have been produced in accordance with DoD Instruction 5040.07 "Visual Information (VI) Productions." In general this requires that it was:

(1) Produced by or for an authorized DoD VI activity possessing a Defense Visual Information Activity Number (DVIAN).

(2) Meets the definition of a "VI production" at Para. 3 below.

(3) All necessary supporting documentation has been made available for DoD-wide distribution as a "Defense Inventory Production" (e.g. the Production folder containing the DD1995, Script(s), Contract(s), Legal Review, etc.).

(4) Be assigned a valid production identification number (PIN). NOTE: Entries in the newly established Public Service Announcement (PSA) category are not required to be assigned a PIN.

(5). Have been or can be cleared for public release. (NOTE: While the nominated production's initial distribution may not require public release, all VIPA winners must be eligible for widest dissemination, including broadcast on AFN and the Pentagon Channel).

2. The Visual Information Production Award program recognizes the best Department of Defense VI productions achieving the official communication requirements of a Military Component or subordinate organization. It operates under the aegis of the Office of the Assistant to the Secretary of Defense for Public Affairs and is administered by the Defense Information School as part of a portfolio of annual recognition programs known as the Communicators of Excellence Awards. The purpose of VIPA is to recognize outstanding productions created within the Department of Defense, thereby enhancing the value and professionalism of the DoD VI Production program. Beginning with the 2012 VIPA contest, the ASD(PA) will confer these awards on an annual basis.

3. For the purpose of the VI production awards, a "DoD Production" is defined as:

"An official organizational video communication created or acquired at any level within the DoD Components. A VI production includes process components such as script, talent, pre-production, production and post-production. VI productions are life-cycle-managed and are produced by authorized VI activities issued a DVIAN or contracted with approval at the DoD component headquarters level and prioritized to internal resources. This includes productions distributed by web accessible means other than closed access intranets. Defense VI productions are centrally held by the Defense

Imagery Management Operations Center (DIMOC) from which they can be easily ordered.”

4. There are five competition categories. (IMPORTANT NOTE: Effective with the VIPA 2012 contest, the category of Public Service Announcement (PSA) has replaced the previously used “All Others” category). Productions will compete within these categories:

A. Training and Education -- productions designed to create or build physical or mental skills, influence values, or increase knowledge, skills and abilities.

B. Recruitment -- productions designed to persuade individuals to enlist or re-enlist in the armed forces, to join a specific unit, or to pursue a specific occupational specialty.

C. Internal/public information -- productions designed to inform, rather than to train, persuade, or document.

D. Documentary -- productions that present facts about people, places or things of contemporary interest or historical significance.

E. Public Service Announcement (PSA) -- a brief information production that communicates a message to benefit an area of interest such as health or safety by raising public awareness. (NOTE: PSA products submitted for competition in the Thomas Jefferson Awards are not eligible to compete in the VIPA.)

5. Awards will be presented according to the following scheme:

A. The three highest scoring entries in each category, A-D, will be Declared the first, second and third place winners in their categories.

B. The single overall highest scoring entry across all categories will additionally be declared the DoD Production of the Year.

C. Two plaques will be presented for each winning entry: one to the producing VI activity and one to the requesting/producing Office of Primary Responsibility (OPR).

D. First place plaques and the plaque for the Production of the Year will be presented by the ASD(PA) or his/her representative during the Communicators of Excellence Award Ceremony at the Defense Information School on Friday, 10 May 2013.

E. All other plaques will be conveyed to the DoD components for presentation to the winning OPR's and production activities.

6. A panel of media professionals will meet during the last week in March 2013 to review and score the entries. These judges will make all rule interpretations and their determinations will be final. They will judge each entry on the following weighted criteria:

A. Achievement of stated purpose (40%)

B. Appropriate use of medium (20%)

C. Creativity and originality (20%)

D. Production value (20%)

7. Each DoD component may submit a maximum of two (2) entries per category A-E for competition in the VIPA program. Organizations below component level may not submit entries directly to the competition coordinator. A VI production may be entered by a component in only one category. That category must be identified in the entry form based on the production's purpose or its subject matter, or both. For example, a documentary that is intended to produce a training effect may be entered in either the documentary or training category. But, if entered in the training category, it will be judged on how well it trains, not on how well it "presents facts about people, places or things of contemporary interest or historical significance."

8. A component's entries must:

A. Be submitted as a package, at one time.

B. Be accompanied by a memorandum, signed by a responsible individual at the component headquarters level, indicating the production titles and the designated competition categories for the component entries in the 2012 DoD VI Production Awards competition.

C. Be in DVD or CD-ROM format and submitted in two copies.

D. Arrive at Defense Information School, ATTN: Robert M. Hood, Competitions Coordinator, 6500 Mapes Rd, Ste. 5620, Ft. Meade, MD 20755-5620, no later than Tuesday, February 19, 2013.

E. Include a copy of the DD Form 1995 for each production entered. The DD Form 1995 must be complete through Section III (Production Data).

F. Include for each entry submitted one Nomination Form containing the information listed in (1) through (13) below. Submit both a paper and an electronic copy (word format) of the form. This form is available at the Defense Information School home page at:

http://www.dinfos.osd.mil/events/VI_Production/VIP_Production.htm .

(1) Category entered (training, recruitment, internal/public Information, documentary, or Public Service Announcement)

(2) Entering component (e.g., Army, Navy, DLA)

(3) Entering component's point of contact (name, full mailing address, telephone, email)

(4) Production title

(5) Production Identification Number (PSA entries do not require a PIN)

(6) Running time

(7) Format submitted

- (8) Purpose (see note 1 below)
- (9) Intended audience (see note 2 below)
- (10) Presentation scenario (see note 3 below)
- (11) Date production was completed
- (12) Status of clearance for public release
- (13) The producing production activities':

- ☐ Name
- ☐ Point of contact
- ☐ Mailing address
- ☐ Telephone number(s)
- ☐ Email address
- ☐ DVIAN

- (14) The producing OPR's:

- ☐ Name
- ☐ Point of contact
- ☐ Mailing address
- ☐ Telephone number(s)
- ☐ Email address

Note 1:

Instructions for "purpose": it is crucially important that each entry clearly explain what the OPR intended to accomplish by creating or acquiring the production. For example, if the OPR intended to change or influence something (an attitude or value, knowledge, skill, etc.) consider stating the purpose in terms of the OPR's desired end state.

Examples:

1. "...to inspire outstanding high school students to apply for admission to the US Naval Academy."
2. "...to make high school students aware of career opportunities available to graduates of the US Air Force Academy."
3. "...to reduce motor vehicle accidents involving Army personnel."
4. "...to create awareness among Marines of the Corps' Motorcycle Accident Reduction Program."

Note 2:

Instructions for "intended audience": describe the target audience the OPR had in mind when the production was created.

Examples:

1. "DoD civilians eligible for Thrift Savings Plan participation."
2. "Marines on orders to 29 Palms Marine Corps Base."
3. "Students in MOS 31S, Satellite-Communications Systems Operator-Maintainer training."

Note 3:

Instructions for "presentation scenario": describe the context as it relates to the OPR's communication strategy for specifically how the VI production would be employed.

Questions that should be answered:

1. In what setting(s) did the OPR intend that the production be viewed (e.g. classrooms, facilitated group discussions, operational environments, unit common areas, auditoriums, on-line, or offices) ?
 2. Would it be viewed on an individual basis, in small groups, or by large numbers of viewers simultaneously?
 3. Over how long a period of time did the OPR intend that the production remain in active use (e.g. only during one specific week, for approximately 2 years, subject to periodic review, indefinitely) ?
 4. What method of delivery did the OPR have in mind (e.g. closed-circuit TV, large-screen projector, video wall, or computer screen/web delivery) ?
 5. Did the OPR intend that viewing be augmented by or supplement instructor-led training, discussion or reading material?
9. POC for this program is Mr. Rob Hood, (301) 677-3212, DSN: 622-3212, Email: Rob.Hood@dinfos.dma.mil. General questions regarding entry procedures or problems can be emailed to: DINFOSVIPA@dinfos.dma.mil.